

JOE POTTS

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WORK SAMPLES

P.02: Southland
Institute

P.03—10: books

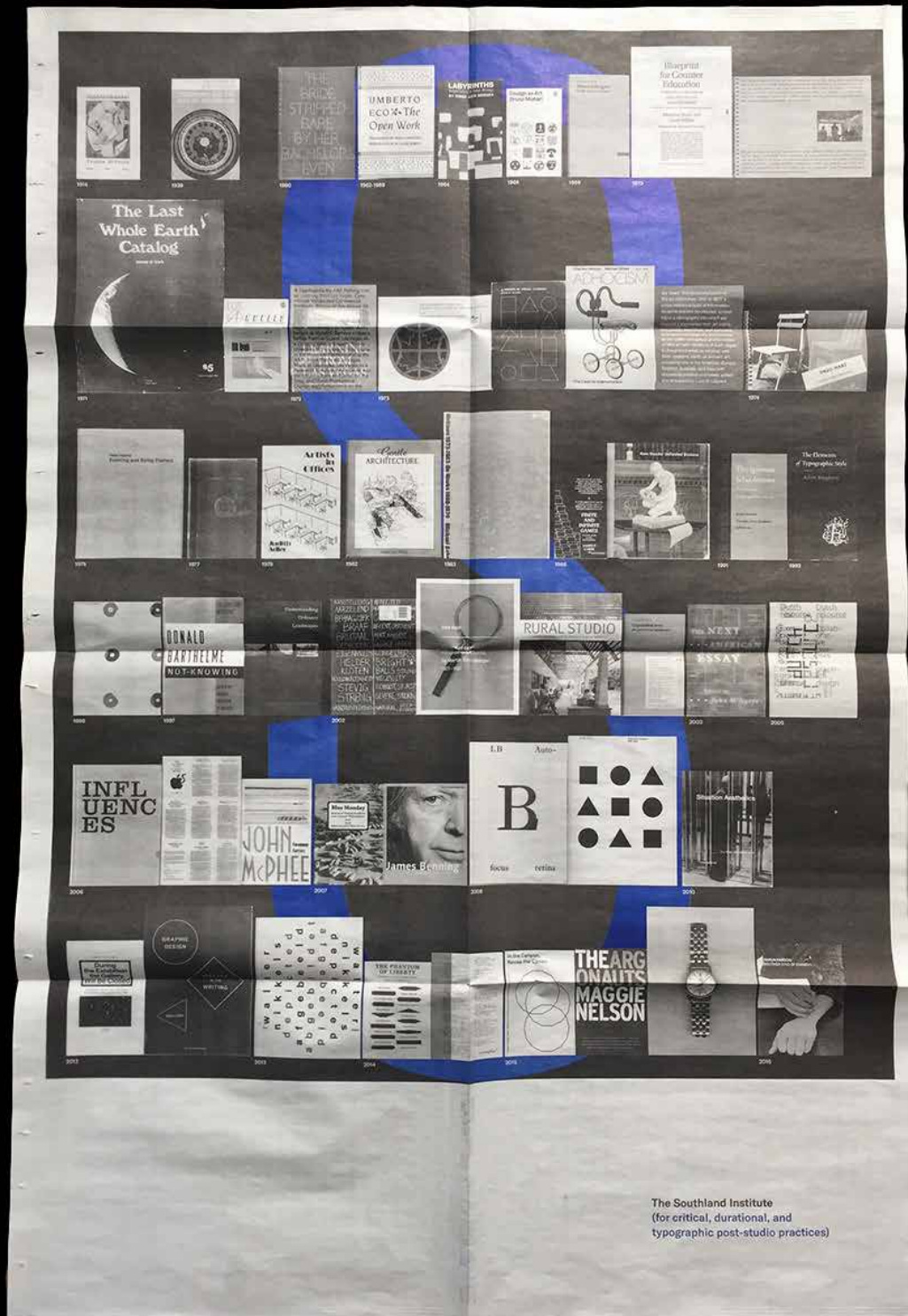
P.11—16: posters,
exhibition,
& identity

P.17: web

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PERSONAL AND PROFESSIONAL WORK SAMPLES



The Southland Institute (for critical, durational, and typographic post-studio practices) An unaccredited post-graduate typography program dedicated to the exploration, identification, and implementation of meaningful, accessible, sustainable art and design education in the United States.

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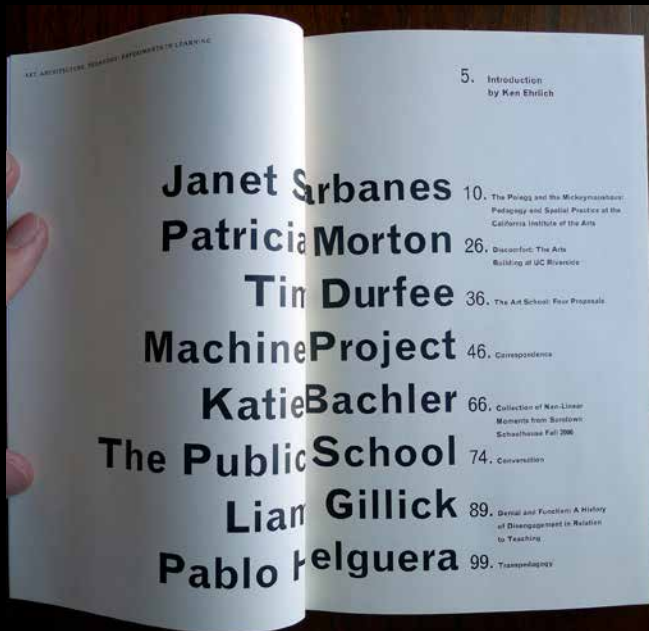
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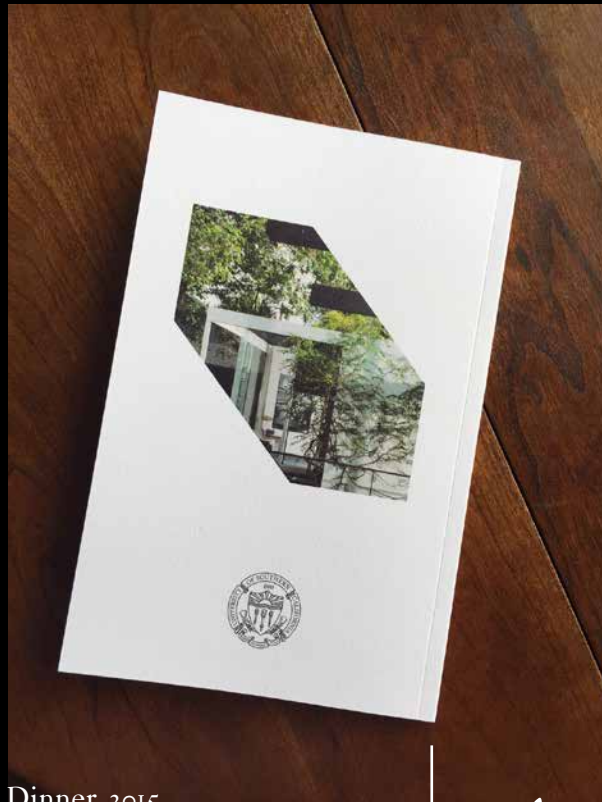
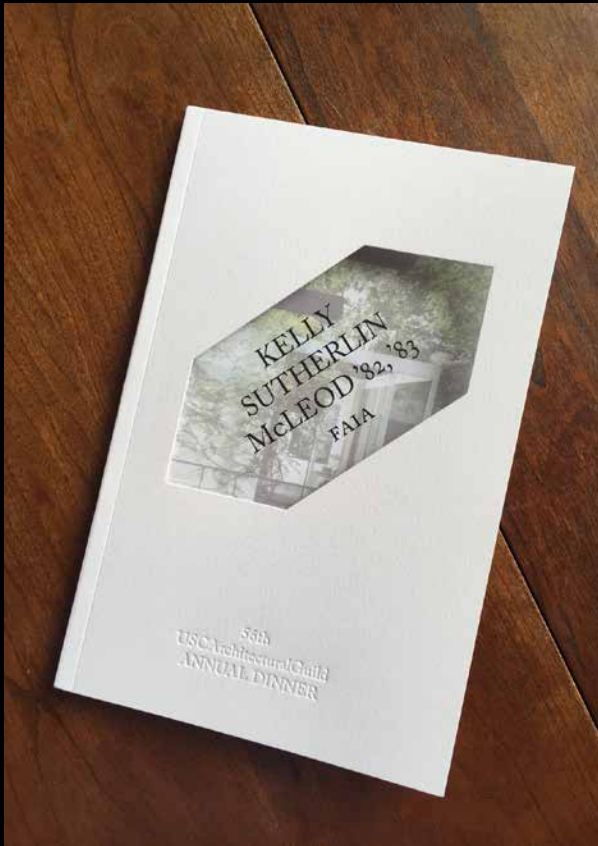


Art, Architecture, Pedagogy: Experiments in Learning: A collection of writings and images edited by Ken Ehrlich, looking at contemporary models of arts education in Southern California.

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Book design for USC Architecture Guild Annual Dinner, 2015
Included in the show *Pushing the Press* at A+D Gallery, 2015

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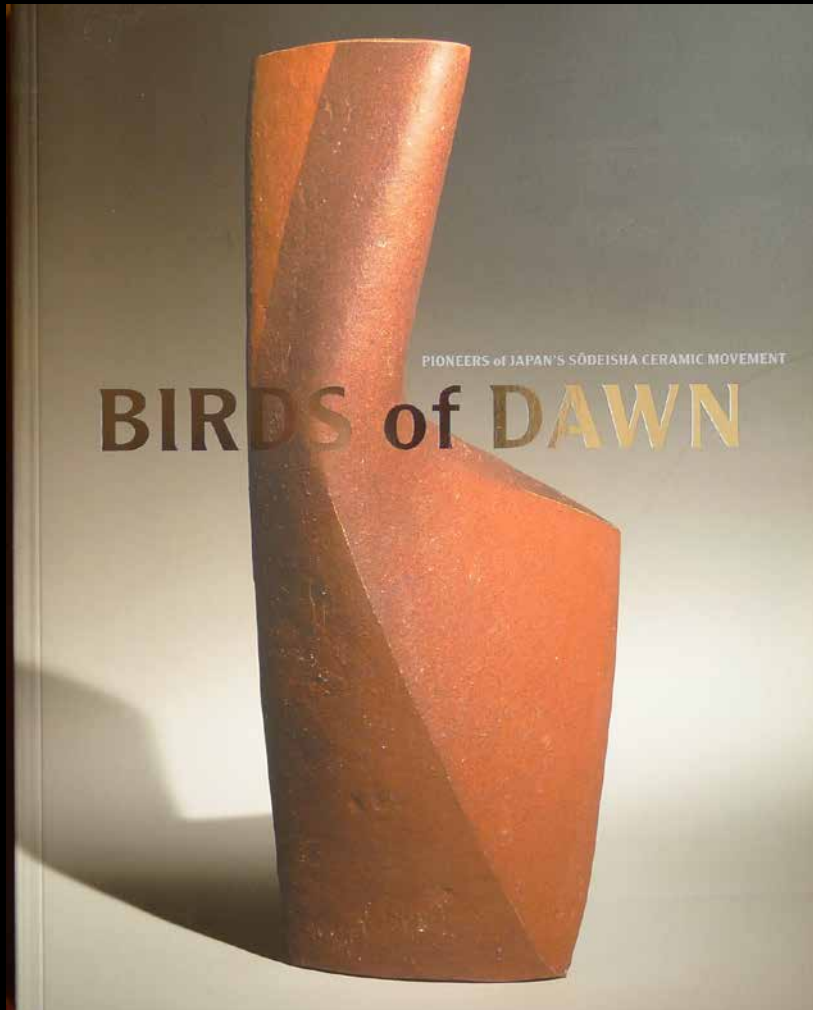
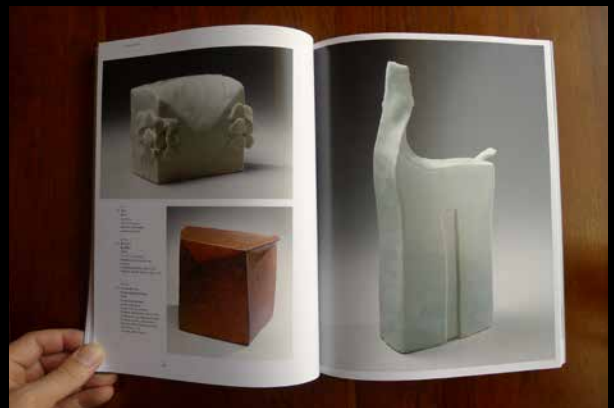


Kathryn H. Selig Brown. *Protecting Wisdom: Tibetan Book Covers from the MacLean Collection*. Maclean Collection and Prestel Publishing, 2012
Designed at Green Dragon Office with Lorraine Wild and Xiaoqing Wang
Winner of AIGA 50 Books, 50 covers award 2012, and Honorable Mention from Alliance of American Museums Publications Design Competition, 2013.

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Birds of Dawn: Pioneers of Japan's Sodeisha Ceramic Movement
Exhibition catalog for a show at Joan B. Mirviss, LTD, New York.
Designed at Green Dragon Office with Lorraine Wild

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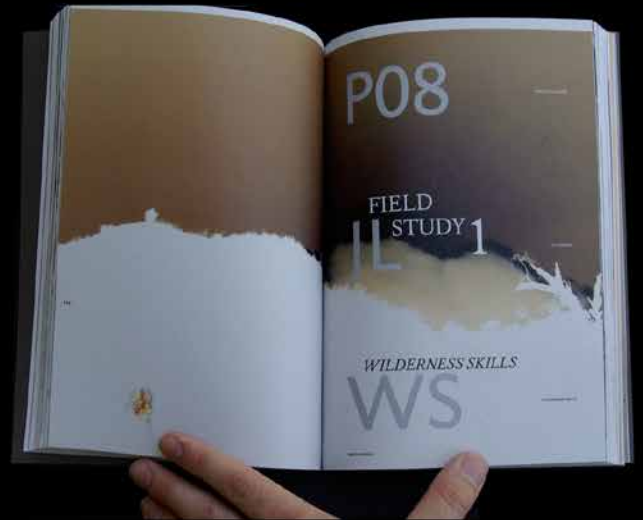
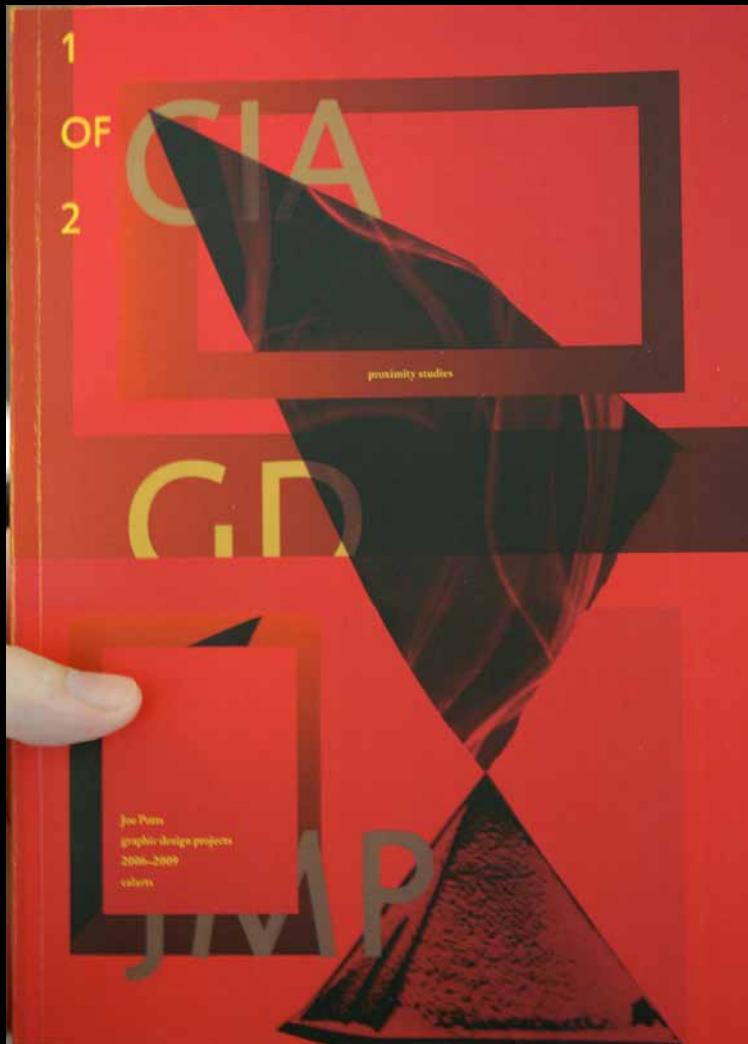


Eternal Valley: Treated Essays and Implicit Fictions on Landscape and Artifice in the Santa Clarita Valley: Graduate thesis exploring the potential of graphic design to examine, frame, and mythologize place.

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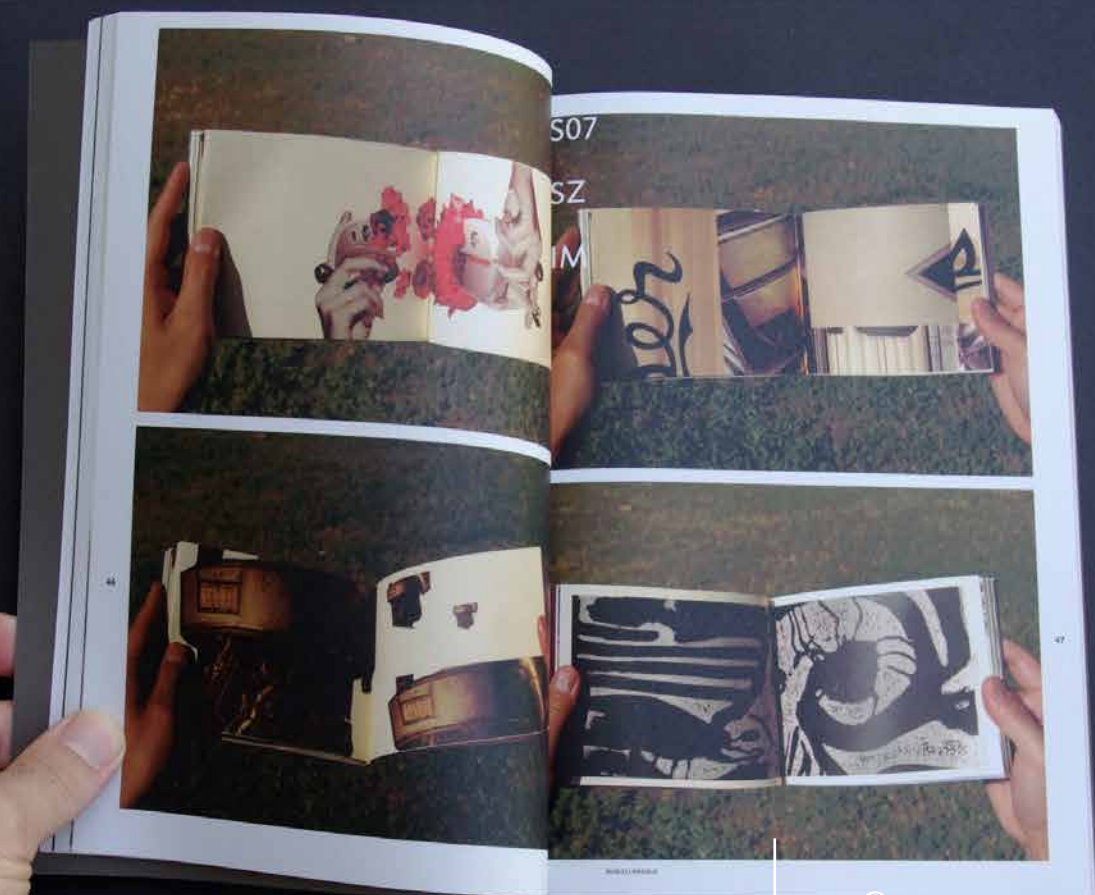
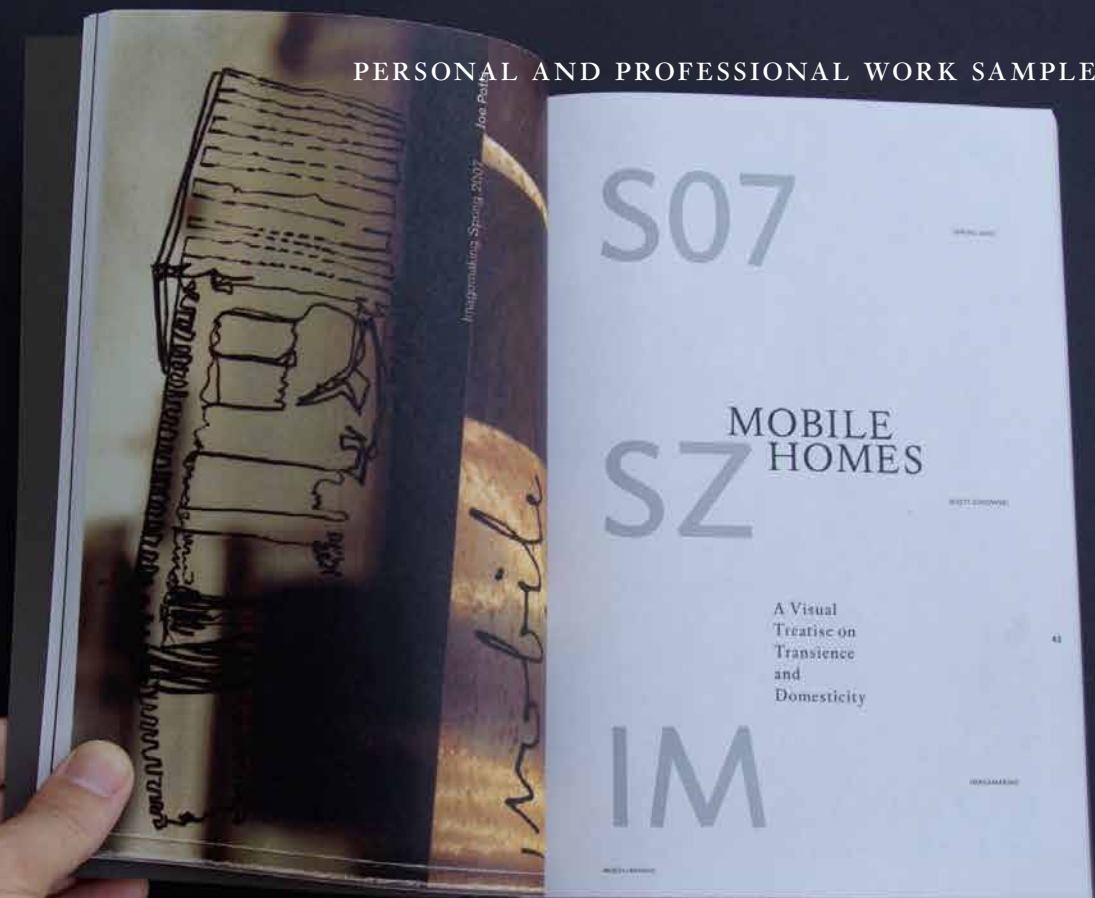


Proximity Studies: A compilation book of projects completed during 2 years in the CalArts MFA Graphic Design program

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Type Specimen book for Stanley Morrison's Times New Roman,
looking at historic and contemporary uses of the ubiquitous typeface.

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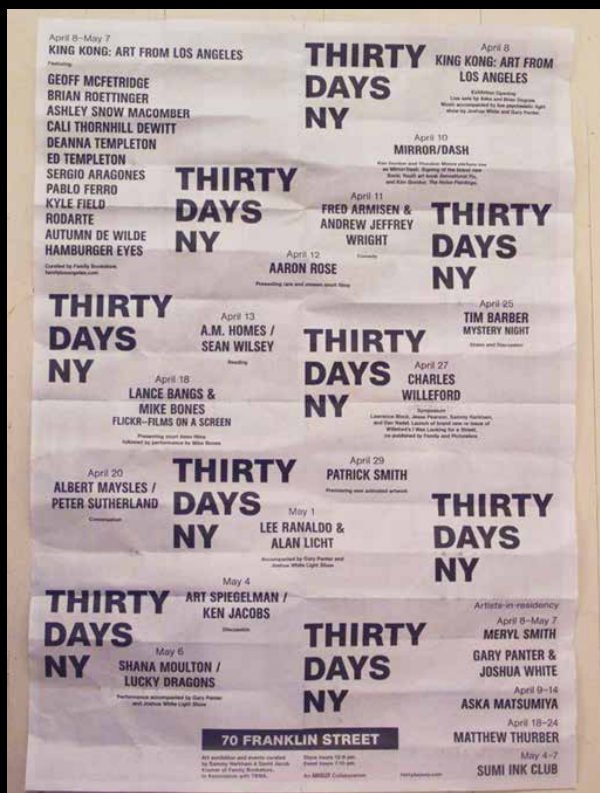


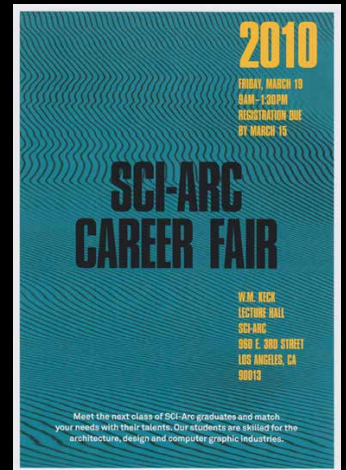
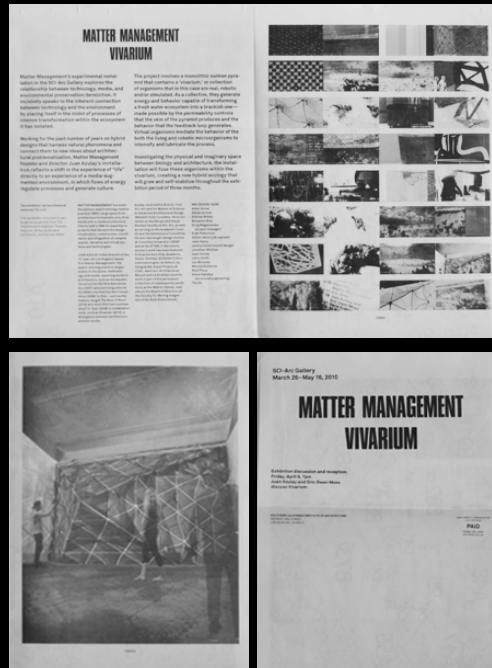
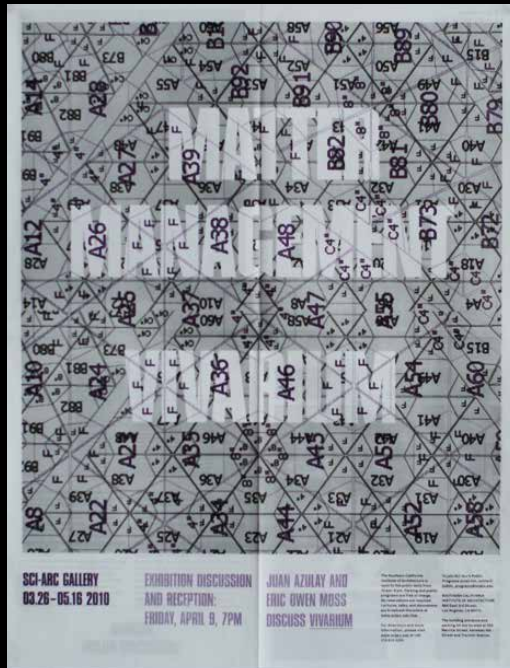
illustration by Ben Jones

Typographic identity and newsprint poster for a month-long art event organized by Family Bookstore in SoHo, NYC, Spring 2010.

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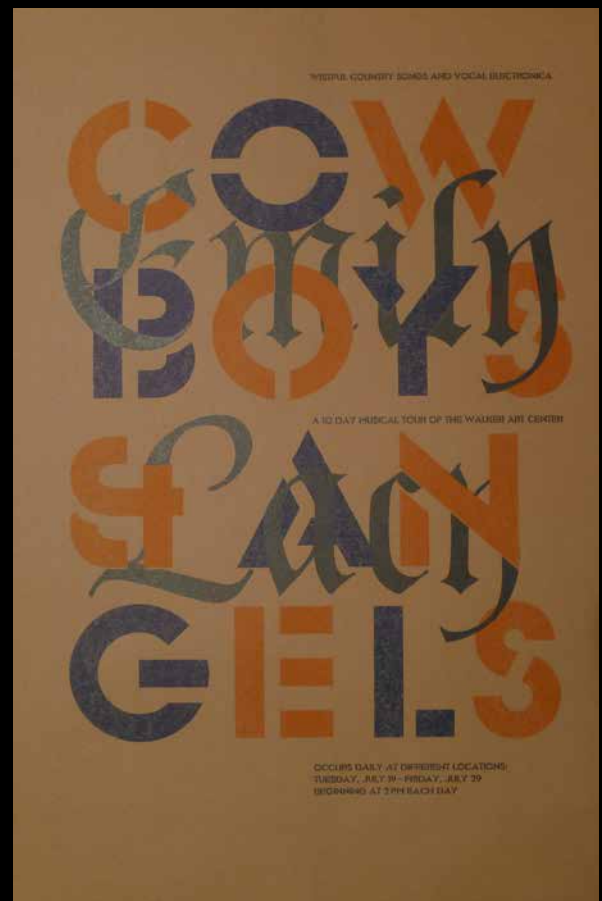
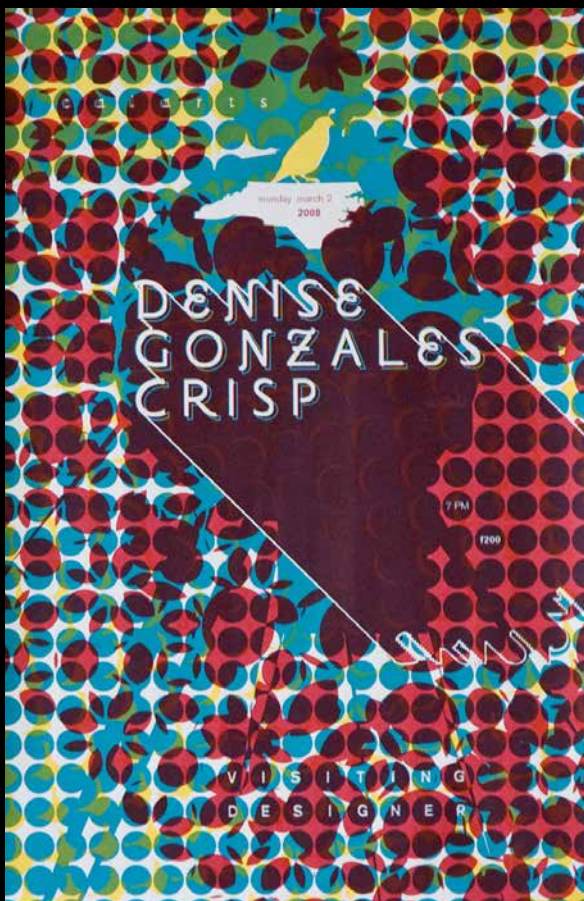
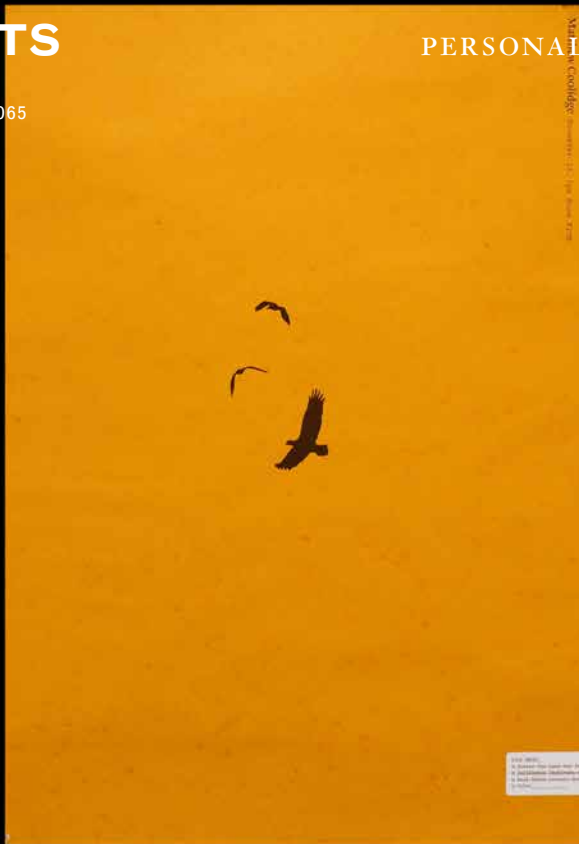
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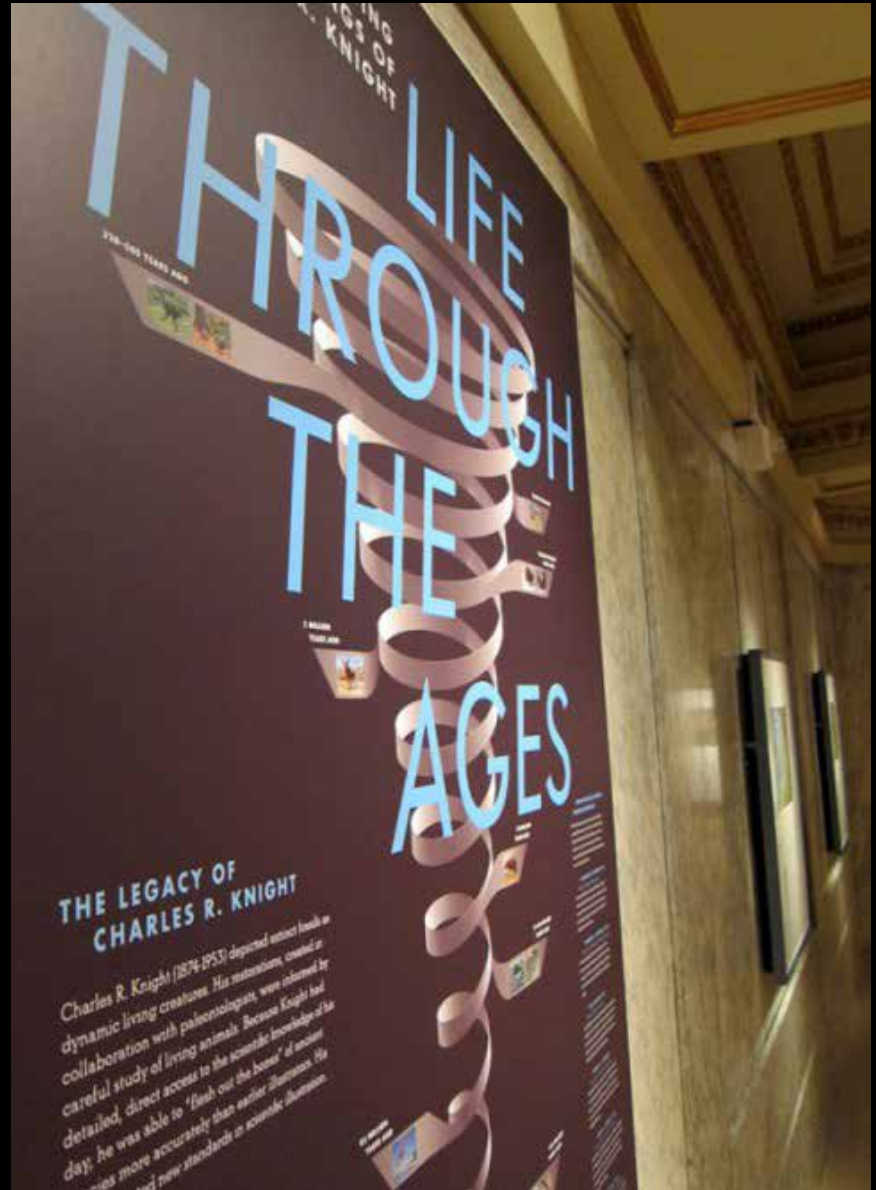


Top: two sided silkscreen poster for a lecture by Matthew Coolidge
Bottom Left: silkscreen poster for a lecture by Denise Gonzales Crisp
Bottom Right: Risograph poster for an event by musician Emily Lacy

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Revisiting the Paintings of Charles R. Knight: Life Through the Ages
Exhibit at the Natural History Museum of Los Angeles County
Designed in collaboration with Leon Rodriguez

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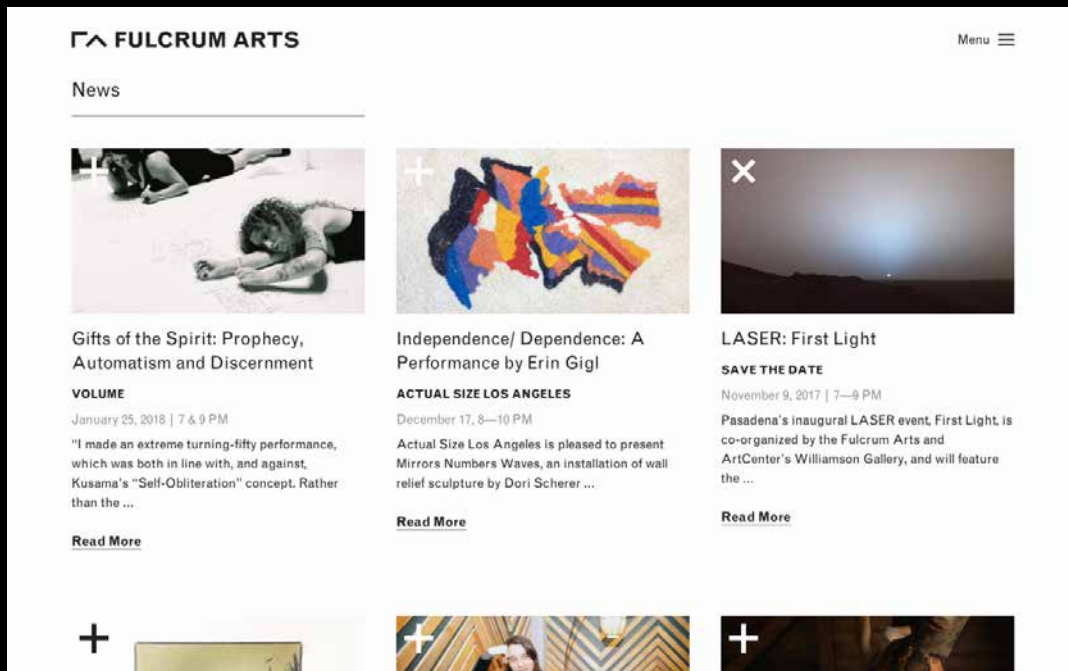
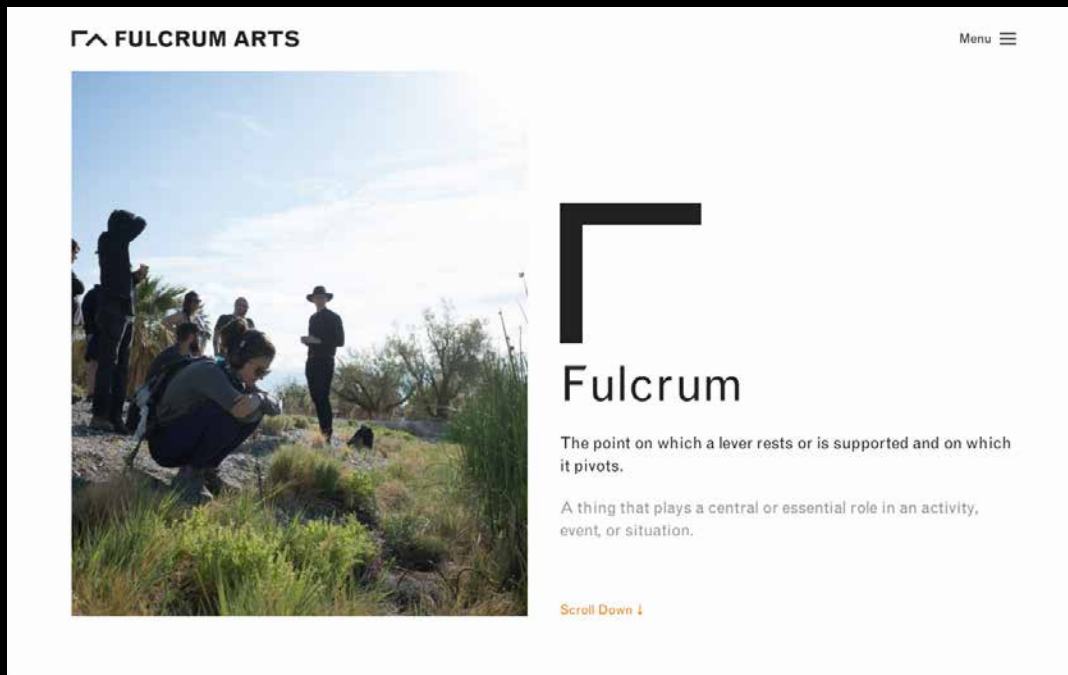


Wende Museum of the Cold War, Culver City
Logo design

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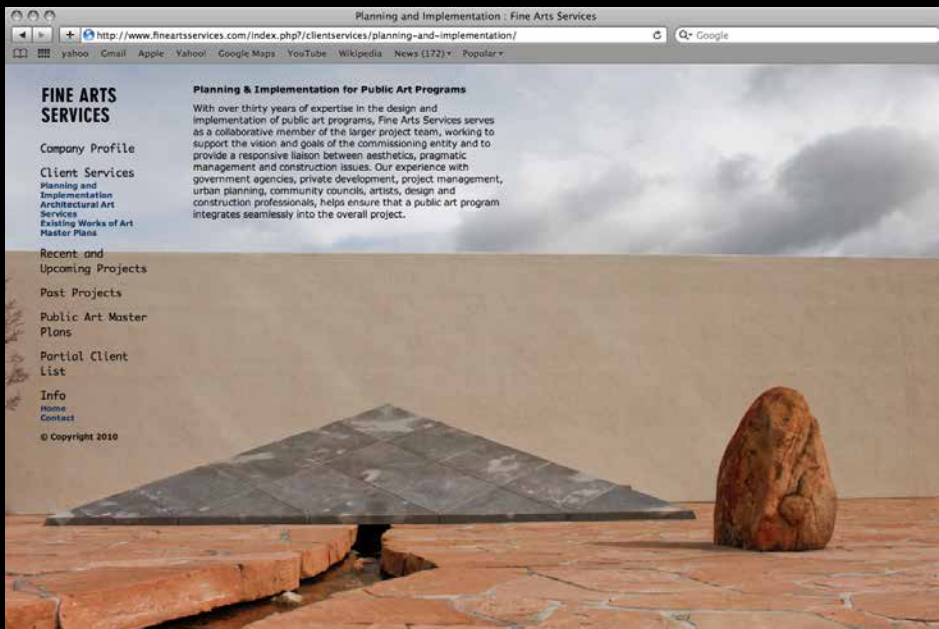
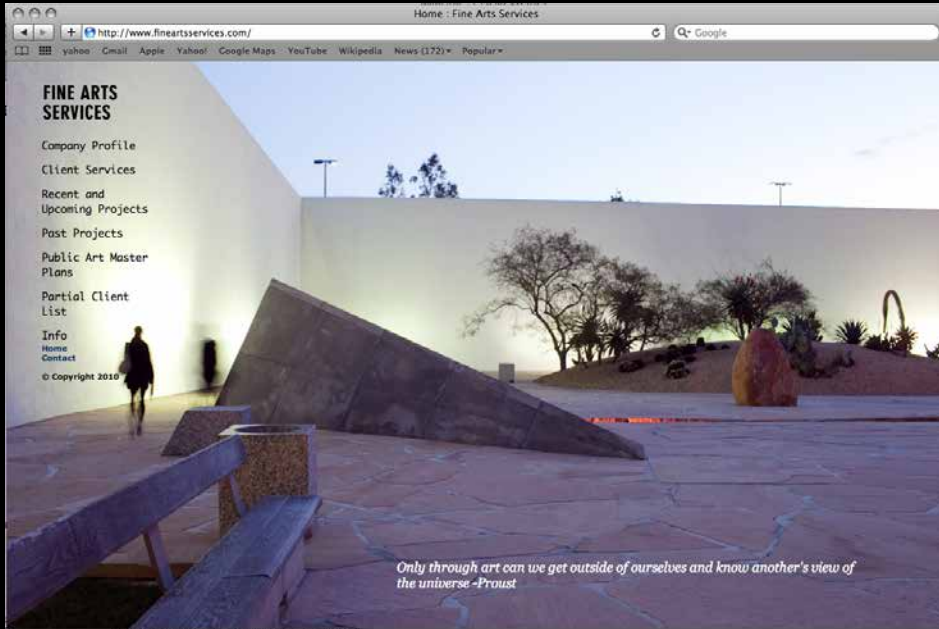
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Website design for Fine Arts Services, a public art consulting firm from Los Angeles specializing in large scale sculpture.